



# Web Policy for Universität Hamburg

**Version 1.0** (Last updated: 1 October 2016)

## 0 Preamble

In accordance with the Hamburg higher education act (Hamburgisches Hochschulgesetz, HmbHG), Universität Hamburg is represented by the president. This also involves defining a corporate design for the University in general and for the University's online presence in particular as well as ensuring that the online presence complies with the applicable laws (e.g., in terms of its accessibility, etc.).

The web services provide a medium for information and exchange in research, teaching, studies, and administration. The Web Policy aims to:

- further enhance Universität Hamburg's external image
- provide structured, comprehensive, and up-to-date information
- strengthen the University's corporate identity through a consistently uniform appearance
- improve efficiency and profitability
- ensure compliance with legal requirements
- improve and enable further opportunities to obtain information

## 1 General

These provisions supplement the operating regulations of the Regional Computing Center at Universität Hamburg (RRZ) and, in particular, the University's Net Policy<sup>1</sup> and the associated implementation rules.

### 1.1 Scope

Information technology offers extensive possibilities for collecting, managing, changing, storing, processing, delivering, and analyzing data and information using the hypertext transfer protocol (HTTP). This takes the form of static or dynamic websites (HTML pages), documents, scripts, or web applications.

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<sup>1</sup> [www.rrz.uni-hamburg.de/beratung-und-hilfe/policies/netpolicy.html](http://www.rrz.uni-hamburg.de/beratung-und-hilfe/policies/netpolicy.html)



There are three types of website:

- I. websites that present the University's structure and offer information aimed at the entire University, as well as presenting the University externally, e.g.:
  - a. University Administration, faculties, departments, institutes, working groups, professorships, and other University institutions (see Universität Hamburg Statutes and faculty statutes)
  - b. third-party funded projects (with unequal project partners);
  - c. intranet;
  - d. blogs.<sup>2</sup>
  
- II. Websites involving project partners who are not part of the University who are equally involved in University research and offer or process information (e.g., open source projects), or draw on a special yet open user group inside and outside the University, e.g.,
  - a. open data collections
  - b. websites for conferences (and similar events, including the registration page) not organized solely by the University
  - c. websites for cross-university research projects (e.g., the Hamburg Centre for Ultrafast Imaging (CUI), Center for Free-Electron Laser Science (CFEL), KlimaCampus Hamburg, the cross-university industrial engineering and management program in Hamburg)as well as external software products whose local adaptation costs are too high.
  
- III. Websites intended only for technical or administrative processes, e.g.,
  - a. front ends for processing scientific data (e.g., SAS Business Intelligence software)
  - b. web interfaces for control electronics, building services, etc.
  - c. web interfaces for software and hardware for the administration of services, servers, or switches, including backends for the web content management system (WCMS)

In the following, all of the websites in Categories I and II offered at Universität Hamburg now and in the future are referred to as “web services.”

This policy defines the responsibilities and regulates the planning, operation, and use of Universität Hamburg's web services.

The web services exclusively serve University purposes as part of the tasks laid out in the HmbHG.

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<sup>2</sup> The Universität Hamburg theme is binding and University staff must use it for their blogs. Students are free to choose their own layout.



## 1.2 Binding application

The Web Policy applies to all University institutions and members.

Compliance with the following Web Policy stipulations is mandatory for Category I websites. In the event of infringements, the President reserves the right to impose appropriate sanctions.

The goal of a uniform external presentation also applies to Category II websites. The parties involved (Dept. 2 and the respective website operator and users) must weigh up whether the necessary work and costs involved (layout design by Dept. 2, implementation by the website operator) are proportionate.

In the case of Category III websites exclusively for internal purposes, it is assumed that the costs of adaptation will be disproportionate.

## 2 Responsibilities

Pursuant to HmbHG, overall responsibility for external presentation of the University and consequently also for the public web presence (Category I and II web services) lies with the president. The president assumes responsibility for the website in line with their official duties and the legal provisions in coordination with Dept. 2. The overall technical responsibility for the website lies with Dept. 2. The following organizational units are responsible for specific areas and tasks:

- specifications for the organization, content structure, and layout of the entire University website: Dept. 2 in coordination with the University President (2.1)
- responsibility for the content of Universität Hamburg's central website: Dept. 2 in coordination with the president
- responsibility for the content of decentralized web pages: editors of the various areas and levels (see Chapter 3)
- operation and technology: RRZ (2.2)

In the case of decentralized websites, a person with overall responsibility for the corresponding university website must also be named in the legal notice.

### 2.1 Layout and structure

Universität Hamburg attaches great importance to its presenting its online presence in accordance with its corporate design.



Dept. 2 is responsible for providing the web layout (including the organization and content-related structure specifications and styles) as part of a design guide for Universität Hamburg.

The web layout and structure specifications are defined in a binding style guide for Universität Hamburg websites (*Styleguide für Websites der Universität Hamburg*). This describes all the elements used on web pages as well as the templates that University institutions can use for their web pages, along with the organizational and content-related structural specifications.

Dept. 2 advises members of Universität Hamburg on the design and content-related planning of websites and the development of new design elements. It also provides support in designing the content and structure of projects.

New templates and website elements are designed by Dept. 2, coordinated with the RRZ, and implemented by the RRZ.

Suggestions for new website elements can be submitted to the web design working group. These will be added to the style guide as part of regular updates, implemented in the University's web content management system (WCMS), and be used for ongoing development of the websites.

## **2.2 Technology and operation**

The RRZ provides the central infrastructure for the creation and operation of Category I websites.

For Category II websites and services, operation of the applications is the responsibility of the individual website operators, who coordinate with the RRZ.

The RRZ advises University members on the technical planning of websites and web applications as well as on the technical design of projects.

The RRZ provides tools and develops technical concepts to enable implementation of the specifications and regulations of this Web Policy.

The technical specifications of the WCMS are defined by the RRZ, coordinated with Dept. 2, and implemented by the RRZ.

The RRZ operates a central contact point (Serviceline) that University members can contact in case of questions or problems relating to the web services.

The RRZ undertakes to keep web service infrastructure and basic software up to date. The RRZ is responsible for the high-performance and stable operation of web services.

The RRZ must implement suitable measures and operating regulations to prevent the misuse of websites in all categories.



The RRZ is tasked with the ongoing development and adaptation of the web services in cooperation with all involved parties (users, Dept. 2) for the latest requirements. The specifications provided by the RRZ, the information security officer, and the data protection officer must be taken into account.

The RRZ specifies the details in a general technical basic concept and operating regulations.

### **3 Use of web services**

The central WCMS provided by the RRZ must be used for standard websites. Standard websites are defined using the portfolio of templates and applications available in the WCMS.

The aim is to migrate existing websites to the central WCMS as fully as possible. The RRZ coordinates these migrations, develops migration procedures, and makes migration tools available. Migration takes place in consultation with the respective website owners (according to the application for a website on Universität Hamburg's central WCMS) and only if it is technically and economically feasible.

Technical requirements that go beyond a standard web presence can be implemented on web application servers following consultation with the RRZ if the planned application is compatible with the infrastructure provided by the RRZ. If this is also not the case, the use of a virtual machine, may be an option, for example.

#### **3.1 Content of websites and web applications**

The president has overall responsibility for the Universität Hamburg website. This responsibility is assumed by the president in coordination with Dept. 2, which has the overall technical responsibility.

Content of decentralized and subject-specific websites must comply with the following provisions or specifications:

- a. The website owner must ensure the accessibility required by law, compliance with the German Telemedia Act (TMG) and the Interstate Broadcasting Treaty (RStV) (e.g., obligation to provide a legal notice), and observance of any copyrights, image rights, and licensing conditions.
- b. The responsibility for a website's content lies with the persons who posted the respective content or were involved in its posting. The relevant provisions of the labor and civil service laws apply.



The responsibility of the persons named in Sentence 1 remains unaffected by the provision in 3.1(a).

- c. When collecting or processing personal data, the owner must ensure adherence to the data protection regulations. This also includes the setup and operation of web tracking tools.
- d. Only information and data relevant to science, research, teaching, or administration pursuant to HmbHG may be stored in the storage areas provided for use of the web services.
- e. Employees may not upload private content to the Universität Hamburg website, nor may they use websites for non-work-related commercial purposes.

Further obligations may arise from the RRZ's conditions of operation and usage.

### **3.2 Domains and web addresses (URL)**

All university institutions are obliged to operate their websites under the uni-hamburg.de domain.

The allocation of domain names and web addresses is regulated in Appendix 1 (Guidelines for the allocation of domain names and URLs).

## **4 Deadlines**

The provisions detailed here apply to all websites created after this Web Policy has been issued. A transitional period until December 2017 applies to older Category I and II websites.



## **Appendix 1 to the Web Policy for Universität Hamburg**

### **Guidelines for the allocation of domain names and URLs**

#### **1 General**

Universität Hamburg internet services are intended for external and internal communication. They are hosted under the [uni-hamburg.de](https://uni-hamburg.de) domain.

These guidelines form part of the Web Policy and describe the rules for the allocation of domain names and URLs at Universität Hamburg. They refer to Category I and II websites (see the Web Policy for definitions) intended for the public whose content can be accessed via a browser.

A domain consists of the top-level domain (.de), the second-level domain (uni-hamburg) and, where applicable, a further subdomain (third-level domain). URL components to the right of the top-level domain are not part of the domain name.

The aim of these guidelines is to ensure a uniform and comprehensible structure for domains and URLs, and to reinforce corporate identity. Applications for the assignment of new domains must be submitted to the RRZ. Domain names are checked and coordinated by Dept. 2 on behalf of the president. URL components outside the domain (to the right of the top-level domain “.de”) are set up and managed by those responsible for the faculties and departments (e.g., URLs for institutes and, where applicable, departments).

The RRZ ensures technical operation of the domains for Universität Hamburg. It manages all Universität Hamburg domains and subdomains, and registers them in the Domain Name Service (DNS).

#### **2 Guidelines for domain names**

The domain names used at Universität Hamburg should be legible and understandable.

The following characters can be used:

- lower case letters a–z (no umlauts)
- numbers 0 to 9
- hyphen (-)

A domain name can be up to 63 characters in length.

To ensure that a URL is easy to understand, it should, as a general rule, include the name of the faculty, department, or, where applicable, institute (e.g., biology, psychology, history). Common abbreviations can also be used where they significantly shortens the length of the URL.

#### **Subdomains, permanent**

The [uni-hamburg.de](https://uni-hamburg.de) domain is divided into subdomains based on Universität Hamburg’s



organizational structure. Subdomains can be created for permanent web presences that have a considerable scope with clearly defined thematic boundaries.

- Faculties are generally always assigned their own subdomain:
  - [jura.uni-hamburg.de](http://jura.uni-hamburg.de)
  - [wiso.uni-hamburg.de](http://wiso.uni-hamburg.de)
  - [ew.uni-hamburg.de](http://ew.uni-hamburg.de)
  - [gwiss.uni-hamburg.de](http://gwiss.uni-hamburg.de)
  - [min.uni-hamburg.de](http://min.uni-hamburg.de)
  - [pb.uni-hamburg.de](http://pb.uni-hamburg.de)
  - [bwl.uni-hamburg.de](http://bwl.uni-hamburg.de)
  - The Faculty of Medicine is excepted: [uke.uni-hamburg.de](http://uke.uni-hamburg.de), with forwarding to its own second-level domain: [uke.de](http://uke.de)
- Departments and faculty institutions can be assigned their own subdomain upon request, or can be hosted within the faculty subdomain. As a rule, no subdomains are set up below the department level. Applications for exceptions should be submitted to the president via Dept. 2. Examples:

As a subdomain:

  - [informatik.uni-hamburg.de](http://informatik.uni-hamburg.de)
  - [chemie.uni-hamburg.de](http://chemie.uni-hamburg.de)

With a faculty subdomain:

  - [www.ew.uni-hamburg.de/ew1.html](http://www.ew.uni-hamburg.de/ew1.html)
- Central institutions with extensive, thematically defined content (e.g., the RRZ or the Center for Continuing Studies (Arbeitsstelle für wissenschaftliche Weiterbildung, AWW) have been assigned their own subdomain:
  - [rrz.uni-hamburg.de](http://rrz.uni-hamburg.de)
  - [aww.uni-hamburg.de](http://aww.uni-hamburg.de)
- Collaborative research centers are generally assigned their own subdomain, based on the German “Sonderforschungsbereich”= “sfb”<sup>3</sup>:
  - [sfb<number>.uni-hamburg.de](http://sfb<number>.uni-hamburg.de), the number of the collaborative research center is added after “sfb” without any spaces (e.g., [sfb256.uni-hamburg.de](http://sfb256.uni-hamburg.de))
- Research training groups can be assigned their own subdomain, based on the German “Graduiertenkolleg”= “grk”<sup>3</sup>:
  - [grk<number>.uni-hamburg.de](http://grk<number>.uni-hamburg.de) (e.g., [grk1234.uni-hamburg.de](http://grk1234.uni-hamburg.de))

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<sup>3</sup> Additional subdomain names are possible.





Subdomains are intended exclusively for organizational units and projects, not for individuals. Subdomains use descriptive terms and are selected to suit the target group.

### 3 Subdomains, temporary

Subdomains can be set up for temporary projects or events at Universität Hamburg (e.g., collective research centers, research clusters, open days, etc.) if the following requirements are met:

- projects with a potential duration of at least one year
- collaborative projects
- regularly recurring events

Applications for a temporary subdomain must specify a duration. Subsequent requests for changes to the duration can be submitted directly to the RRZ.

### 4 Institutions within departments (institutes, etc.)

Institutions within departments are not assigned their own subdomain, but will usually be listed in a department directory. Generally speaking, the URL for these institutions should also contain a description (e.g., sinology) to ensure that the URL is easy to understand. Common abbreviations can also be used where they significantly shortens the length of the URL. Optionally, these facilities can also be assigned a subdomain as a directory of a faculty.

Standard case:

- Abbreviations

Directory of a department:

- [www.slm.uni-hamburg.de/iaa](http://www.slm.uni-hamburg.de/iaa)

Also possible:

- Relevant names:

Directory of a faculty:

- [www.gwiss.uni-hamburg.de/kath-theologie.html](http://www.gwiss.uni-hamburg.de/kath-theologie.html)

Directory of a department:

- [www.chemie.uni-hamburg.de/pharmazie.html](http://www.chemie.uni-hamburg.de/pharmazie.html)

Established subdomains (e.g., by institutes) may be retained.



## 5 Alternative second-level domains

Universität Hamburg wants to do without additional second-level domains (SLD) as far as possible. Existing deviating SLDs can be transferred to the RRZ as part of a provider change. The costs of the transfer are to be borne by the respective institution.

Exceptions to the [uni-hamburg.de](https://uni-hamburg.de) SLD are only possible if:

- an institution/project mainly involves external partners (e.g., joint projects, public/private partnerships, etc.)
- the institution can demonstrate a justifiable and comprehensible interest in a different SLD. This requires that a corresponding URL exists on the [uni-hamburg.de](https://uni-hamburg.de) SLD.
- it uses the short URL service used by the Universität Hamburg (uhh.de).

If a different SLD is set up, the costs incurred must be borne by the applicant.

The RRZ requires the following information to set up a different SLD:

- invoice address
- administrative contact
- technical contact

## 6 Syntax of the URL path

The URL path describes a specific resource on the web server. Example:

<i>Domain</i>	<i>URL path</i>
uni-hamburg.de/	forschung/nachwuchs/postdocs/

The URL structure should essentially correspond to the hierarchical structure of the information displayed online, to ensure uniformity.

To distinguish multilingual websites, the URL can contain a corresponding feature, e.g., [www.uni-hamburg.de/en](https://www.uni-hamburg.de/en) for the English-language version of a website.

There is no defined URL structure for Category II websites.

The following rules apply to the URL structure for websites in both categories:

- use terms that are as short and meaningful as possible
- only use lower case letters, numbers, and the characters “-” and “/” (as separators for folders)
- umlauts and special characters are not permitted

Wherever possible, avoid using adjectives, adverbs, attributes, conjunctions, interjections, and other filler words.



## 7.1 Short links

Short links (also known as rewrites or aliases) are an exception to the URL structure.

It is possible to set up short URLs that are added:

- a) directly to the uni-hamburg.de domain (managed by Dept. 2)
- b) to the subdomain (managed by the subdomain webmaster)
- c) to the uhh.de domain.

Examples:

[www.uni-hamburg.de/piasta](http://www.uni-hamburg.de/piasta)

[www.bwl.uni-hamburg.de/om](http://www.bwl.uni-hamburg.de/om)

[uhh.de/hdotj](http://uhh.de/hdotj)

## 7 Website host names

The host name of a Category I or II website as part of the URL is [www.subdomain.uni-hamburg.de](http://www.subdomain.uni-hamburg.de). Temporary additional host names for subdomains e.g., www1, www2 etc. will be created where required for conversions or migrations.



## Appendix

Examples of domains and URL paths

<b>Organizational unit</b>	<b>Domain name</b>
Homepage	www.uni-hamburg.de
Central institution	www.uni-hamburg.de/<institution>.html www.<institution>.uni-hamburg.de
Faculty	www.<faculty>.uni-hamburg.de
Department	www.<department>.uni-hamburg.de www.<faculty>.uni-hamburg.de/<department>
Collaborative research center	www.sfb<number>.uni-hamburg.de
Research training group	www.grk<number>.uni-hamburg.de
Project, temporary	www.<project>.uni-hamburg.de
Short URL	uhh.de/hdsjksd